***High Concept Document***

1. **GAME ANALYSIS**

An overview of the game - an introduction - what is the game (i.e., Legoland Games - a 10 event Olympic style competition).

* 1. **Game Concept**

Two to three sentences clearly stating the concept of the game

* 1. **Game Goals**

Three to five goals of the game – all future decisions will be measured against these goals.

* 1. **Game Information**

Genre, type, style, etc.

# 1.4 License/Brand Analysis

Treatment of license or brand elements in the game. How they relate to the overall intent of the game?

**1.5 Target Audience**

Who the game is aimed for?

# 1.6 Competitor’s Analysis

Brief analysis of the competition. Statement of differentiation.

**GAME DESIGN**

**2.1 Expanded Game Concept**

Two to three paragraphs - explain the game concept in slightly more detail.

**2.2 Game Structure**

Modes, levels, etc.

**2.3 Gameplay**

Two to three sentences defining core gameplay

# 2.4 Expanded Gameplay

Walkthrough of game play experience - two to three paragraphs.

**GAME FEATURES**

# 3.1 Key Game Features

Back of the box features – provide seven to ten in total.

**SUMMARY**

Provide a summary of the idea.